



Shirley C.

Hsin-Wei Chang

Taipei, Taiwan

Innovative Digital Marketing Specialist with 3+ years of experience in social media marketing, SEO content management, and website design. Boost company media value by 500%. Previously assisted at a leading English education for Japanese children as an intern and created lesson materials. Skilled in multimedia production, WordPress design, and media marketing.

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Work Experience



Teaching Assistant
GnoKids (株式会社グノキッズ)

June 2020 - Apr 2021

Tokyo, Japan

- Prepared interesting education materials such as designing flashcards, posters, worksheets and editing online interactive teaching videos
- Assisted in teaching classes



Digital Marketing Specialist
Sumifuku Co. (住福株式会社)

Nov 2018 - Aug 2022

Tokyo, Japan

- Social Media Marketing (FB&IG)
- Content creation according to target audience
- Data analysis on reach and engagement
- Improvement on company brand image



- SEO Content Management on WordPress
- Content writing and SEO improvement
- Contributor management and article modification

- Website Development on WordPress
- Website creation, maintenance, update, and beautification
- Apartments layout design / Inquiry form creation
- Translation between Mandrin and English

Education



Temple University
Japan Campus

Sep 2018 - Apr 2022

B.A. Communication Studies

Skills

- Adobe Photoshop, Illustrator, Lightroom, Premiere
- Search Engine Optimization
- Translation (Mandrin, English, Japanese)
- Microsoft Office
- CMS/WordPress
- PHP, CSS, HTML

Language

- Native Mandarin
- Fluent English and German
- Basic Japanese